



Rachelle Ray's 10-Minute Proposal Power-Up

The Simple, Straightforward Debrief Template for AEC Marketing Teams

Winning teams don't just write — they reflect, refine, and level up. Use this 10-minute self-debrief after every proposal (win or lose) to sharpen your skills and boost your future win rates.

Title: Quick Proposal Debrief – [Project Name] | **Timing:** 10–15 minutes max.

1 What went well?

- What parts of the proposal felt strongest?
- Where did we feel most confident (cover letter, project examples, team bios, etc.)?

2 What could be better next time?

- Were there areas where we rushed, struggled, or second-guessed?
- Anything we wish we'd had more time or information for?

3 Did we tailor it enough?

- Did we align our content to the client's needs, language, and goals, or did parts feel generic?

4 What feedback did we get?

- Capture any client feedback (even if it was just a scorecard).
- If none, jot down what we think the client might have noticed or valued based on their decision.

5 One thing we'll do differently next time:

- Keep it simple — pick just one improvement for the next proposal cycle.

Quick Tip

Don't turn debriefs into blame sessions. Focus on learning, not beating yourselves up. Small, steady improvements = big long-term wins.



The road to winning work isn't easy, but you don't have to travel it alone.

See how OpenAsset helps you cut the busywork, sharpen your messaging, and make each project and proposal shine.

